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# VIGNETTES

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## The Agricultural Trade and Marketing Information Center Newsletter

No. 11, March 1993 (Issued Quarterly)

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### U.S. Agency for International Development (USAID) Assists U.S. Businesses to Trade and Invest in USAID-Assisted Countries

#### **USAID - Center for Trade and Investment Services**

The Center for Trade and Investment Services (CTIS) assists the U.S. private sector in finding and entering into trade and investment opportunities in the developing world. CTIS promotes business activities between U.S. business and foreign entrepreneurs in Asia, the Near East, Africa, Latin America, Eastern Europe and the Newly Independent States of the former Soviet Union.

CTIS assists U.S. businesses by:

- Providing a central point of contact for all inquiries about business opportunities in USAID-assisted countries
- Linking U.S. firms with entrepreneurs overseas
- Providing information about USAID financed procurement opportunities
- Providing information about USAID's private sector programs overseas
- Sponsoring industry-specific transaction conferences.

The Center also provides information on all federal programs which provide trade assistance and investment development service.

For more information on CTIS activities, contact the Center at (202) 663-2660 (local); toll-free: 1-800-872-4348; 1-800-USAID-4U.

#### **USAID - Office of Small and Disadvantaged Business Utilization**

The Office of Small and Disadvantaged Business Utilization (OSDBU) is the primary advocate and information center for small and minority- or women-owned U.S. businesses. Its goal is to help these firms fully participate in USAID activities, especially in the competition for USAID-funded contracts, grants, or procurements. OSDBU also maintains the USAID Consultant Registry Information System (ACRIS). ACRIS is a data base that assists small or minority- or women-owned firms to market their abilities and skills to USAID's decision makers. Inclusion in ACRIS is voluntary; however, OSDBU recommends that firms interested in doing business with USAID register their areas of

proficiency so that USAID decision makers can have access to this information.

For more information on OSDBU, call (703) 875-1551 or FAX: (703) 875-1862.

#### **USAID's Center for Development Information System now available on CD-ROM**

USAID's Center for Development Information and Evaluation (CDIE) is distributing CD-DIS, a CD-ROM compact disk containing the complete A.I.D. Document and Project Databases as well as the full text of selected A.I.D. reports and publications. The databases currently identify over 7,000 projects initiated since 1974 and 65,000 associated project and technical reports.

CD-DIS will be updated and issued four times per year. Most of the A.I.D. documents cited on the disk may be ordered from CDIE in either paper or microfiche format.

Cost: \$50.00 per disk or \$120.00 for a subscription of four consecutively-issued disks. Donor agent-  
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cies and U.S. government agencies may receive the disk on an exchange of information basis.

For information on how to order CD-DIS, contact USAID, Development Information Services Clearinghouse, POL/CDIE/DI, Attn: CD-DIS, 1500 Wilson Blvd, Suite 1010, Arlington, VA 22209-2404

### **Procurement Information Access System**

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USAID utilizes the Procurement Information Access System (PIAS) to provide the U.S. private sector with an "early alert" of USAID-financed procurement.

PIAS is available through the Economic Bulletin Board (EBB) of the U.S. Department of Commerce. This system lists all dollar-funded USAID activities over \$100,000. The information on PIAS is updated quarterly.

The Economic Bulletin Board is available through the Department of Commerce and costs \$35.00 per year, including two free hours of connect time. A nominal usage charge, up to a maximum of \$12.00 per hour, is also charged.

For information about EBB subscription, contact the U.S. Department of Commerce at (202) 482-1986.

(Information on USAID/CTIS activities was provided by Ms. Deborah Diaz, Director, Center for Trade and Investment Service and obtained from USAID "How USAID Provides Opportunities to U.S. Business" report.)

## **Items of Interest**

### **Food Market Reports**

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The 1993 Annual Marketing Plan (AMP) Reports are available on the Agricultural Library Forum (ALF), NAL's electronic bulletin board system. Each report is submitted to the AgExport Services Division, Foreign Agriculture Service, USDA by agricultural attaches posted in approximately 55 foreign countries. The purpose of this report is to provide information on the market for consumer-oriented agricultural products. Each report includes the following:

- General Market Overview
- U.S. Market Position
- Domestic/Third Country Competition
- Consumer-Ready Product Market Trends and Opportunities
- Distribution Systems for Consumer-Ready Products
- Domestic Food Processing Sector
- Summary Statistics

For more information on the *Food Market Reports* please feel free to contact: Barbara Elliott, AMP Coordinator, AgExport Service Division, Tel: (202) 690-0899.

For information on "how to access" ALF, please refer to the enclosed Information Sheet on "Accessing AgTrade through the Agricultural Library Forum (ALF)." Once you have logged onto ALF, you can get a list of filenames for the AMP Reports by selecting [F]iles, [L]ist, and then typing FAS to view the "FAS" subdirectory listing.

### **U.S. Department of Agriculture Seeks Companies for Agribusiness Mission to Hungary**

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USDA is looking for representatives of U.S. agribusiness firms to participate in a May 3-7, 1993 agribusiness opportunity mission to Hungary.

The mission is funded by USDA's Foreign Agricultural Service (FAS) and jointly sponsored by FAS and Office of International Cooperation and Development (OICD) in concert with Experience, Inc., a U.S. food and agribusiness consulting company. The objectives are to identify joint ventures between U.S. and Hungarian entrepreneurs that result in U.S. investment in Hungarian agribusiness, technology transfer and/or licensing arrangements, and increase opportunities for trade between the U.S. and Hungary.

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Potential areas of interest identified include pork, broiler, goose, turkey and dairy products processing, fruit and vegetable canning and freezing, fruit juices/concentrates, flour milling, feed manufacturing and seed production.

U.S. firms interested in participating should call or submit a short letter of intent no later than April 2, 1993 stating their specific area of interest along with company information to: Maria Nemeth-Ek, USDA/OICD, Room 3248-S, 14th and Independence Avenue, SW, Washington, DC 20250-4300.

For additional information, contact Maria Nemeth-Ek at (202) 690-1983 or FAX: (202) 690-3982.

(Source: Information provided by OICD.)

### **Suburban Washington Small Business Development Center Offers Services in the Montgomery County Offices of Economic Development**

The Montgomery County Office of Economic Development (OED) and the Suburban Washington Small Business Development Center (SW-SBDC) recently signed an agreement to act as partners in an effort to better meet the needs of small business entrepreneurs in the County. This agreement provides for the SW-SBDC to be housed in space in OED's office in Rockville. For further information or to schedule an appointment for counseling call (301) 217-2345. The staff of SW-SBDC located in OED's offices are: Deanna White, Counselor; Jose Hernandez, Outreach to Hispanic Business/Counseling; and Sid Stanton, Intern.

(Source: *Business Watch*, January 1993, Office of Economic Development, Montgomery County, Maryland.)

### **Citizens Volunteer Program of the Citizens Democracy Corps (CDC)**

The Citizens Volunteer Program of the Citizens Democracy Corps is seeking current and former local government professionals who would like to share their skills abroad. The Citizens Volunteer Program has been developed to provide technical assistance to new universities in the countries of Central and Eastern Europe and the former Soviet Union. The program has been active on a pilot basis in Bulgaria, Hungary, The Czech and Slovak republics, Poland, Russia, and the Ukraine.

For more information on the Citizens Volunteer Program, and other CDC programs, contact: Jill Schiager at (202) 872-0933 or write: Citizens Democracy Corps, 2021 K Street, NW, Suite 215, Washington, DC 20006.

(Source: *Country News*, February 1, 1993.)

### **What Every Exporter Should Know**

"What Every Exporter Should Know" is an informative (6 hour) audio cassette program, which includes the Foreign Agricultural Service's Food and Agricultural Export Directory. It is published by USDA, Foreign Agricultural Service, and available from: Blackbourn, Inc., Attn: M. Hensley, 7550 Corporate Way, Eden Prairie, MN 55344 or call 1-800-842-7550, ext. 310, or FAX: (612) 949-2553 Attn: M. Hensley. Cost: \$50.00 per kit; outside U.S.: \$65.00 each, shipping and handling cost included.

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### The Economic Bulletin Board (EBB)

The EBB is a personal computer-based electronic bulletin board operated by the U.S. Department of Commerce, Washington, DC. The EBB can be reached from most personal computers equipped with a modem (300, 1200, 2400, or 9600 baud) and standard communications software. It is an online source for current economic and trade information from the U.S. Government and includes the latest statistical releases from the Bureau of Economic Analysis, the Bureau of Census, the Bureau of Labor Statistics, the Federal Reserve Board, Department of the Treasury, and other Federal agencies.

For further information, contact EBB staff at (202) 482-1986 Monday-Friday, 8:30 am to 4:30 pm, EST.

### The Flower Guide

A computerized encyclopedia of garden flowers available on the market. This program was developed with the beginning home gardener in mind. The package consists of a booklet and both sizes of IBM compatible disks. It is completely menu-driven with an artificial intelligent engine. With the search capability, the user can select their zone, the sunlight available, annual, perennial, or bulbs, the plant height, and the color of the blooms.

Available at a wholesale cost of 50% off the retail cost of \$19.95 with a minimum purchase of 50 packages. Discounts will apply for quantity orders.

For more information, contact Michele Meis, President, the Flower Guide, P.O. Box 486, Hutchinson, MN 55350. Tel: (612) 587-9820.

## **Publications**

### Books/Directories

- *Alabama 1991 High Technology Directory.*

The directory provides a listing of companies within the state which are involved in the design, development and manufacture of high tech products and services and can serve as a useful tool to business.

Available free while supplies last from: ADECA Science and Technology and Energy Division, 401 Adams Ave., Montgomery, AL 36103. Tel: (205) 242-5563

- *Economic Survey of Europe in 1991-1992.* Prepared by the Secretariat of the Economic Commission for Europe, Geneva 1992, 321 pp. (E 92II.E.1)

Provides review of the European economy, including an in-depth, and up-to-date study of developments in Eastern Europe and the Commonwealth of Independent States.

Available from: United Nations Publications, Sales Section, 2 United Nations Plaza, Room DC2-853, Dept. 421, New York, New York 10017. Tel: (212) 963-8302. FAX: (212) 963-3489. Cost: \$80.00

- *Export-Import: Everything You and Your Company Need to Know to Compete in World Markets.* Joseph A. Zodl. Published by Betterway Books, Cincinnati, Ohio, 1992, 160 pp.

The book outlines the basic procedures for export-import transactions, defines terminology, and explains where to go for assistance.

Available from: F.W. Publications, Inc., 1507 Dana Ave., Cincinnati, Ohio 45207. Tel: 1-800-289-0963. Cost: \$12.95

- *State Export Facts: 1987-90.* Prepared by the Office of Trade and Economic Analysis, International Trade Administration, U.S. Department of Commerce, 1992.

The 50 States, the District of Columbia, and seven geographic regions are ranked according to the value of their exports. For each, statistics also are given for a number of export factors including - total dollar value of exports and percentage increase or decrease from 1987-1990; the top five export industries; the number of total foreign markets in the state or region; the number of new foreign markets; and the number of workers whose jobs are tied to export of manufactured goods.

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(Publications, continued from p. 4)

Available from: National Technical Information Service. Tel: 1-800-553-NTIS. FAX: (703) 321-8547. Order number: PB92-216274KRR. Cost: \$35.00 plus \$3.00 handling charge.

- *The U.S.-Mexico Trade Pages*. By Kara Kent. Published by The Global Source, Washington, DC 1992, 329 pp.

Information includes trade statistics, U.S. and Mexican federal and state international trade resources, associations, banks, law firms, and insurance companies.

Available from: The Global Source, 1730 K Street, NW, Suite 304, Washington, DC 20006. Tel: 1-800-366-5968. Cost: \$42.95

- *The World Factbook 1992*. Prepared annually by the U.S. Central Intelligence Agency, Office of Public and Agency Information, Washington, DC, 1992, 439 pp (includes maps).

For availability and cost, contact: Superintendent of Documents, U.S. Government Printing Office, Washington DC 20402-9325. Tel: (202) 783-3238 or National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161. Tel: (703) 487-4650.

## Reports

### U.S. General Accounting Office Reports

For ordering information and cost of publications, contact: U.S. General Accounting Office, P.O. Box 6015, Gaithersburg, MD 20877 or call (202) 275-6241

- *East European Energy: Prospects for Improvement in Albania's Energy Sector*, November 4, 1992. Pub.# GAO/NSIAD-93-27
- *Export Finance: The Role of the U.S. Export-Import Bank*, December 23, 1992. Pub# GAO/GGD-93-39
- *Foreign Assistance: AID's Private Sector Assistance Program at a Crossroads*, December 11, 1992. Pub# GAO/NSIAD-93-55.
- *Former Soviet Union: Assistance by the United States and Other Donors*, December 30, 1992. Pub# GAO/NSIAD-93-101.

- *International Trade: Implementation of the U.S.-Canada Free Trade Agreement*, October 27, 1992. Pub# GAO/GGD-93-21.

- *North American Free Trade Agreement: U.S.-Mexican Trade and Investment Data*, September 25, 1992. Pub# GAO/GGD-92-131.

### U.S. Department of Agriculture Reports

For availability of these reports write to: U.S. Department of Agriculture, Foreign Agricultural Service, Room 4638-S, Washington, DC 20250-1000. FAX: (202) 205-7394.

- *Foreign Agriculture, 1992*. By Foreign Agricultural Service, Washington DC. (Cost \$18.00 and \$22.00 outside USA)

Features agricultural profiles on 90 countries, includes key facts on crop and livestock production, farm and food policies, imports and exports and trade barriers, plus 40 pages of color maps and charts on farm production, trade, population, growth, leading exporters and importers.

- *A Guide to Exporting Solid Wood Products*. Cynthia Evans. July 1990, 116 pp. Published by Foreign Agricultural Service, Forest Products Division.

This publication provides a guide for US wood products producers to develop a successful export marketing strategy. It covers how to obtain accurate and up-to-date export marketing information so that the production, scheduling and shipping of U.S. wood products can be done profitably.

- *Opening Doors in Eastern Europe and the Soviet Union*. March 1991. 51 pp.

Articles on Eastern Europe are reprinted from the various issues of *AgExporter* magazine.

- *Singapore-The Market for U.S. Agricultural Products*. Prepared by U.S. Agricultural Trade Office, Singapore. FAS Staff Paper No.29. December 1992, 38 pp.
- *U.S. Export Credit Guarantee Programs: What Every Importer Should Know*. Prepared by Foreign Agricultural Service, October 1992, 7 pp.



## **Conferences/Meetings/Trade Shows/Workshops**

### **International Food and Beverage Shows and Sales Missions Sponsored by USDA's Foreign Agricultural Service**

For additional information on the trade shows and sales missions listed below, please contact: U.S. Department of Agriculture, Foreign Agricultural Service, Trade Show Office at (202) 690-1182 or FAX: (202) 690-4374.

- **French West Indies Sales Mission**, Fort de France, Martinique, April 27-28, 1993
- **Central Europe Sales Mission** (Budapest, Hungary; Prague, Czech Republic; Warsaw, Poland), June 3 - 11, 1993
- **Festival de Alimentos y Bebidas USA '93**, Mexico City, Mexico, August 31 - September 2, 1993
- **ANUGA '93**, Cologne, Germany, October 9-14, 1993

**Agriculture Economics Reference Organization, (AERO) 7th Workshop Meeting**, May 23-25, 1993, Colorado State University, Ft Collins, CO. Contact: Sue Anderson, Department of Agriculture and Resource Economics, Colorado State University, Ft. Collins, CO 80523. Tel: (303) 491-5706

**American Cotton Shippers Association, Annual Meeting**, May 12-15, 1993, Ritz Carlton Hotel, Naples, FL. Contact: William E. May VP American Cotton Shippers Association, P.O. Box 3366, Memphis, TN 38173. Tel: (901) 525-2272 or FAX: (901) 527-8303

**American Feed Industry Association, 85th Annual Convention**, Minneapolis Convention Center, Minneapolis, MN. Contact: Barbara Estridge, VP, American Feed Industry Association, 1701 N. Fort Myer Dr., Suite 1200, Arlington, VA 22209. Tel: (703) 524-0810 or FAX: (703) 524-1921

**American Hardwood Export Council Annual Meeting**, May 16-19, 1993, ANA Hotel, Washington, DC. Contact: Traci Himmel, American Hardwood Export Council, 1250 Connecticut Ave., NW, Washington DC 20036. Tel: (202) 463-2723 or FAX: (202) 463-2785

**American Meat Institute Meat Marketing Conference**, March 18-20, 1993, Fairmont Hotel, Boston, MA. Contact: Patricia Pines, VP, American Meat Institute, P.O. Box 3556, Washington, DC 20007. Tel: (703) 841-2400 or FAX: (703) 527-0938

**American Meat Institute Government Affairs Conference**, May 17-19, 1993, Willard Hotel, Washington DC. Contact: Mike Capps, Senior VP, American Meat Institute, P.O. Box 3556, Washington DC 20007. Tel: (703) 841-2400 or FAX: (703) 527-0938

**CD-ROM and Local Area Networking Technologies and CD-ROM and Wide Area Networking Technologies**, Two, half-day workshops, April 28, 1993, Washington, DC. Contact: CD Consultants, Inc., 4404 Keswick Road, Baltimore, MD 21210. Tel: (410) 243-2755 or FAX: (410) 243-9419

**Conference of Librarians in International Development**, May 2-4, 1993, Tallahassee, Florida. Contact: Charles Wm. Conaway or John N. Gathegi, School of Library and Information Studies, The Florida State University, Tallahassee, FL 32306. Tel: (904) 644-8123 or FAX: (904) 644-9763

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**(Conferences, continued from p. 6)**

**Convention and World of Food Show**, April 26-28, 1993, Gatlinburg Convention Center, Gatlinburg, TN. Contact: Wesley A. Ball, President, Tennessee Grocers Association, 1838 Elm Hill Pike, Suite 136, Nashville, TN 37210-3726. Tel: (615) 889-0136 or FAX: (615) 889-2877

**Developing an Export Marketing Plan, Seminar**, March 18, 1993, Oklahoma State University, Stillwater, OK. Contact: Center for International Trade Development, Oklahoma State University, Stillwater, OK 74078. Tel: (405) 744-7693 or FAX: (405) 744-8973

**Europe Business Outlook Conference**, April 26-28, Pittsburgh, PA. Cosponsored by the Commerce Department's U.S. and Foreign Commercial Service (US&FCS) and a consortium comprising the University of Pittsburgh, Carnegie-Mellon University, Duquesne University, and Robert Morris College. Contact: Dr. Andrew Blair, Director, International Business Center, 356 Mervis Hall, University of Pittsburgh, Pittsburgh, PA 15260. Tel: (412) 648-1570 or FAX: (412) 648-1693

**Federation of International Trade Development Centers, Annual Meeting**, March 29, 1993, Room 338-Aerospace Bldg., 901 D St SW, Washington, DC. Contact: Dr. Des O'Rourke, Director IMPACT Center. Tel: (509) 335-6653 or FAX: (509) 335-3958

**Florida International Agribusiness Trade Show**, May 12-15, 1993, Polk County Agricultural Ctr, Bartow, FL. Contact: Tony Fendrick, Development Representative, Division of Technical Marketing, Florida Dept. of Agriculture, May Building, Rm 412, Tallahassee, FL 32399-0800. Tel: (904) 488-4366 or FAX: (904) 922-0374

**International Boston Seafood Show**, March 16-18, 1993, Hynes Convention Center, Boston, MA. Contact: Brian Perkins, Seafood Sales, Sales Director, Diversified Expositions, Inc., P.O. Box 7437, Portland, ME 04112-7437. Tel: (207) 772-3005 or FAX: (207) 772-5059

**Millers' National Federation Annual Meeting**, May 2-4, 1993, Colonial Hotel, Williamsburg, VA. Contact: Suzanne Arment, Millers' National Federation, 600 Maryland Ave., SW, Suite 305-W, Washington, DC 20024. Tel: (202) 484-2200 or FAX: (202) 488-7416

**National Cottonseed Products Association, Annual Convention**, May 9-11, 1993, Corpus Christi Marriott, Corpus Christi, TX. Contact: Ben Morgan, National Cottonseed Products Association, 1255 Lynnfield Rd., #143, Memphis, TN 38119. Tel: (901) 682-0800 or FAX: (901) 682-2856

**National Forest Products Association, Spring Conference**, May 16-19, 1993, ANA Hotel, Washington DC. Contact: Carol McDougall, Meetings Manager, National Forest Products Association, 1250 Connecticut Ave., NW., Washington DC 20036. Tel: (202) 463-2723 or FAX: (202) 463-2785

**Supermarket Industry Convention and Educational Exposition**, May 9-12, 1993, McCormick Place-on-the-Lake, Chicago, IL. Contact: Diana Ohtersen, Director of Convention Services, Food Marketing Institute, 800 Connecticut Ave., NW, Washington, DC 20006. Tel: (202) 452-8444 or FAX: (202) 429-4519

**Symposium on Economic Development in Asian Countries**, April 21-24, 1993, Corpus Christi, TX. Contact: Professor Kwang-wen Chu, Department of Economics, California State University, Fullerton, CA 92634-9480

**Understanding the Internet**, April 29, 1993, Washington, DC. Contact: CD Consultants, Inc., 4404 Keswick Road, Baltimore, MD 21210. Tel: (410) 243-2755 or FAX: (410) 243-9419

**U.S. Food Export Show**, May 9-12, 1993, McCormick Place-on-the-Lake, Chicago, IL. Contact: DeWitt Ashby, Director, National Association of State Department of Agriculture, 1156 - 15th Street, NW, Suite 1020, Washington, DC 20005. Tel: (202) 296-9680 or FAX: (202) 296-9686



**Agricultural Trade and Marketing Information Center  
National Agricultural Library  
10301 Baltimore Boulevard  
Beltsville, MD 20705-2351**

## **List Of Information Products**

The Agricultural Library Forum (ALF) is NAL's electronic bulletin board system. Publications with an ALF filename listed may be downloaded from ALF. Instructions for accessing ALF and downloading files are enclosed.

Issues of *Vignettes* are distributed by the Agricultural Trade and Marketing Information Center (ATMIC). To request copies of the newsletter, mark your selections on this form and return the **top half** with a self-addressed gummed label to: NAL, ATMIC, Room 304, 10301 Baltimore Boulevard, Beltsville, MD 20705-2351. Telephone: (301) 504-5509 or (301) 504-5704.

### **Vignettes: ATMIC's Newsletter**

- ☐ *Vignettes*  
Circle issue(s) desired: March 1993 (ALF filename: VIGN393.TXT); November 1992 (ALF filename: VIGN1192.TXT); August 1992 (ALF filename: VIGN0892.TXT); May 1992 (ALF filename: VIGN0592.TXT); February 1992.
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*Agri-Topics*, *Special Reference Briefs*, and *Quick Bibliographies* are available free upon request from **The Reference and User Services Branch**. To request these publications, mark your selections on this form and return the **bottom half** with a self-addressed gummed label to: NAL, Reference and User Services Branch, Room 111, ATTN: Publication Distribution, 10301 Baltimore Boulevard, Beltsville, MD 20705-2351.

### **Agri-Topics:**

- ☐ AT 93-01: *North American Free Trade Agreement (NAFTA), Mexico-United States-Canada Trade Accord*, November 1992 (ALF filename: AT93-01.TXT)  
☐ AT 92-02: *Food Marketing Resources*, July 1992. (ALF filename: AT92-02.TXT)  
☐ AT 91-01: *Do's and Don't's in Doing Business Overseas*, October 1990. (ALF filename: AT91-01.TXT)

### **Special Reference Briefs:**

- ☐ *Directory of Export and Trade Assistance*, November 1991. Updates SRB 89-03. (ALF filename: ATMIC.DIR)  
☐ SRB 92-01: *Eastern Europe: Going Global*, October 1991 (out of stock; photocopies available)  
☐ SRB 90-01: *The Republic of Turkey*, October 1989  
☒ SRB 90-05: *The Meat Industry*, April 1990. (This publication is out of print and only available on ALF. ALF filename: SRB90-05.BIB)

### **Quick Bibliographies:**

- ☐ QB 92-07: *Agriculture and Trade Policy in Latin America January 1987 - September 1991*, November 1991  
☐ QB 92-01: *Marketing of Horticultural Products January 1986 - August 1991*, October 1991  
☐ QB 91-128: *Agribusiness: 1980's and 1990's Perspective January 1985 - May 1991*, July 1991  
☐ QB 91-92: *African Economic Development January 1988 - December 1990*, May 1991  
☐ QB 91-71: *Forest Products Exports January 1980 - December 1990*, April 1991  
☐ QB 91-11: *Japan's Agricultural Marketing and Trade January 1988 - August 1990*, October 1990  
☐ QB 91-10: *U.S. Farm Policy January 1989 - August 1990*, October 1990 (updates QB 88-59) (update in progress; available April 1, 1993)  
☐ QB 91-09: *G.A.T.T. and Global Agriculture January 1989 - August 1990*, October 1990 (update in progress; available April 1, 1993)



# Accessing Ag Trade through the Agricultural Library Forum (ALF)

**What is ALF?** ALF or the Agricultural Library Forum is an electronic bulletin board produced by the National Agricultural Library. It is accessible by computer through a modem and is open to all persons interested in agricultural information issues, including agricultural trade and marketing.

**What can I find on ALF?** Probably of most interest to the agricultural trade and marketing community are: 1) the *Directory of Export and Trade Assistance* (ALF file name: ATMIC.DIR), 2) the *1993 Annual Marketing Plan (AMP) Reports*, 3) *Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report*, and 4) the full text of *Vignettes*, the Agricultural Trade and Marketing Information Center's Newsletter. Also, full text of recent *Quick Bibliographies* (QB), *Special Reference Briefs* (SRB), and other NAL publications are available. Other features of ALF include conferences, such as the AGRICOLA User's Conference, a messaging capability, information about library policies and programs, and a calendar of agricultural events.

**How can I access ALF?** If you have a computer terminal, modem, and communications software (e.g., Crosstalk), you can access ALF 24 hours per day, 7 days per week. Set your communication software parameters as follows: Baud Rate: 300, 1200, 2400, or 9600; Data Bits: 8; Stop Bit: 1; Parity: None; Duplex: Full; Emulation: None, ASCII, or TTY. The telephone numbers are: 301-504-6510, 301-504-6511, 301-504-5496, and 301-504-5497.

## **If I call ALF, how do I log on?**

1. At the title screen, type your name at the prompt. The first time you use ALF, it will ask for your city and state, list ALF purpose and policy statements, and ask you to register. Enter the password you wish to use. Write it down because you will need it the next time you log on to ALF.
2. ALF will then ask questions about your computer monitor and list protocol explanations for download files. Currently ALF does not support graphics or color. Choose NONE for graphics and NO to colorize prompts (even if your computer monitor and communications software support these features).

Next, you must choose a default file transfer protocol. If you select N) o default file transfer protocol, you will need to select protocols from a menu each time you download or upload a file.

3. Next you will see the Welcome screen. The Bulletin Menu follows the Welcome screen announcements. Bulletins contain announcements of new NAL publications; upcoming special events at NAL; library policies; etc. Type the number given in the Bulletin Menu for the Bulletin you wish to read.
4. To access the Main Menu, press the enter key when ALF prompts you at the end of the Bulletin Menu. Choose any of the Main Menu options by entering the command letter for that option. Command letters are those letters enclosed in brackets [ ] in the Main Menu.

## **How do I download a file?**

1. At the Main Menu, select "F" to enter the Files Subsystem.
2. Next type "L" to list the file categories (or "N" (new) to list files added since a specified date). Type a file category name to view a list of file names available for download. For example, type "FAS" to view file names for the *1993 Annual Marketing Plan (AMP) Reports*, and for the *Trade Policies and Market Opportunities for U.S. Farm Exports 1990 Annual Report*. Type "SPECIAL" to list file names of *Special Reference Briefs*, including several from ATMIC. (Type "ALL" to view all files in all categories.)
3. To download a file, choose "D" to download. Type the name of the file you wish to download exactly as it appeared on the list, including the three letter extension. Select A)scii protocol for file transfer. The text will scroll past on the screen and to your printer, if it is on and activated. You can also download to disk, if you have activated a capture-to-disk function with your communications software.
4. After the file has finished downloading, press "C" then "R" to relist the titles or "Q" to quit. Select "A" to abort and return to Main Menu. Type "G" to logoff then "Y" to confirm that you want to logoff.

**How can I get more information?** To obtain an ALF User's Guide E)nter a message or C)omment on ALF for the SYSOP (systems operator); or write to: National Agricultural Library, Public Services Division, Room 100, ATTN: ALF, 10301 Baltimore Blvd., Beltsville, MD 20705; or call 301-504-5719; or download the file ALFGUIDE.TXT from ALF.

(This information was adapted from an article written by Natalie Updegrove, NAL, FNIC.)

